2-1-1 counts

Helping communities. Improving lives.

What are the most pressing needs in your community?

Find out with *2-1-1 Counts*
- Real-time, searchable data
- Simple-to-use format

WHAT IS 2-1-1 COUNTS

Each year, 16 million people in the United States dial 2-1-1 for help with basic needs like food and shelter or emergency services. 2-1-1 Counts is the first tool to provide real-time, searchable and visual presentations of data from 2-1-1 call centers across the nation. Using 2-1-1 Counts, you'll find a snapshot of community-specific needs displayed by ZIP code, region or call center as recently as yesterday, enabling you to easily check trends, make comparisons and share information.

HOW TO USE 2-1-1 COUNTS

The dashboard shown on right gives you an overview of information at a glance. It has a control panel at top and four quadrants that consist of top request categories, subcategories, map, highest rates of requests by zip code, and requests by time.

The Control panel (below) controls the data that you see in the four quadrants. By selecting the down arrow next to all in the control panel, you can segment data by zip code, county, Congressional District, State House District, State Senate District, school district or region. You can also chose a data range.
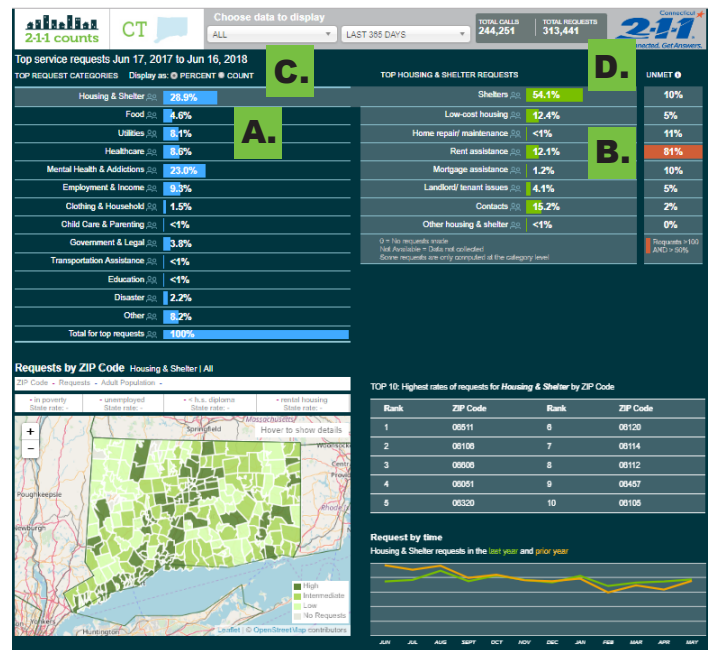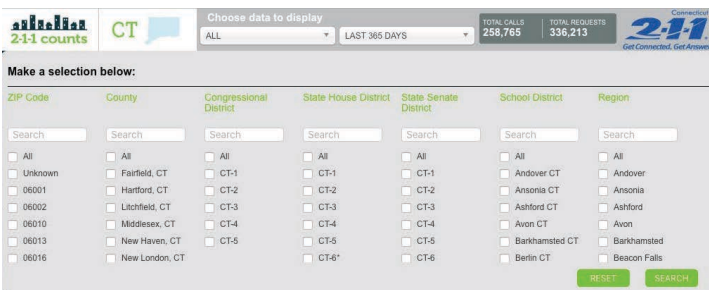
Top service categories are found on the upper left (Fig A) in blue and sub-categories found on the upper right in green (Fig B). By default, each category is displayed as a percentage of all requests. It can be changed to display by count by selecting the 'display as count' button (Fig C). Change service categories by clicking on the one you want. The subcategories on the right will change automatically to reflect the category selected on the left. The map and trend lines on the bottom of the page will change as well. In the far right column, you will see unmet needs (Fig D). Click on the people icon to see demographic data such as gender and age. Note that some 2-1-1 Counts dashboards do not display unmet need or demographic data.
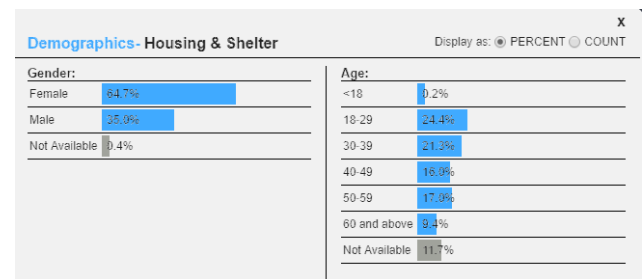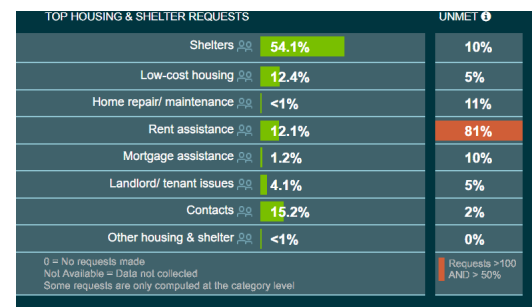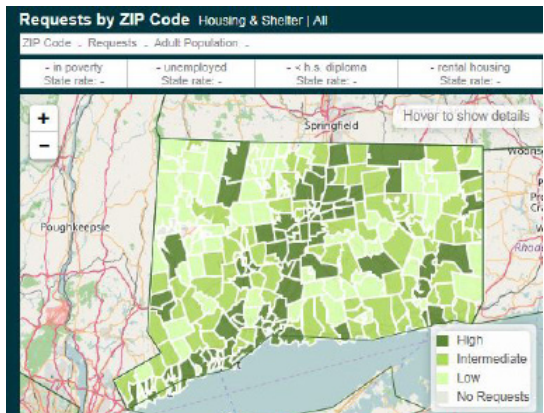
The title of the map will list category and subcategory displayed on the map. ZIP codes with the highest rates of requests are shown in dark green and the ones with the lowest rates of requests are lighter. Areas with no requests are gray. Hover over a ZIP code and the map will display census information for poverty, unemployment, high school education, and rental housing. The state averages are also displayed. To display a geographic area other than ZIP code, go to the control panel and click "All" under the desired geographic designation. The map will update accordingly.

To the right of the map you will see highest rates of requests by ZIP code (or other selected geographic area) and requests by time. The green line displays requests from the last year while the orange line shows the number of requests from the prior year for the selected category. Hover over the trend line to see number of requests by month.
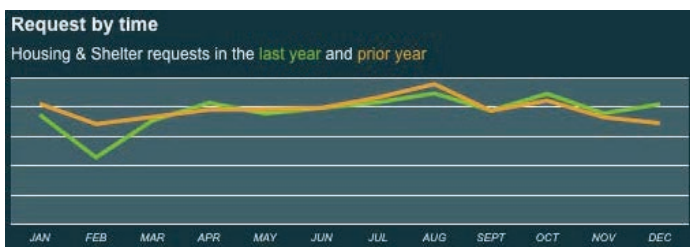
The top PDF icon (1) generates a detailed report with all the information for top service requests category and top sub categories. Clicking on the brief report icon (2) will download a shorter PDF report showing data for a specific category or subcategory you selected. To take a screen shot of the dashboard, click on the camera icon (3).

How are the data collected?
Across the U.S., 2-1-1 call centers handle millions of calls every year. Call centers provide aggregated data about the calls to 2-1-1 Counts, which systematically tracks and summarizes callers' needs.

What does "Total Calls" mean?
"Total Calls" and "Total Service Requests," displayed across the top of the page, reflects all calls and service requests to the call center during the selected time range and for the selected geographical area. One caller may request more than one service.

Does 2-1-1 Counts track all of those calls?
2-1-1 Counts offers data about the top requests -- the most important basic needs of callers, such as food, shelter and clothing. 2-1-1 Counts displays most of the remaining requests in additional categories or under "Other".

How are the locations and their data determined?
U.S. Census maps are used for all locations except "region." A region is a group of ZIP codes served by a call center; some call centers serve more than one region. Request data are collected for each Census ZIP code (which may differ from the U.S. Postal Service ZIP code). The data for each ZIP code are assigned to each of the locations on the dashboard. To avoid duplication, call data from each ZIP code is displayed in only one location in each grouping (e.g., a Congressional District). A ZIP code that spans more than one location area is assigned to the one that includes that ZIP code's geographic center.

What do the colors on the map indicate?
The rate of requests is expressed per 1,000 adults living in that ZIP code. Each ZIP code is colored to reflect a "high," "intermediate" or "low" rate of calls compared to others in that region. When "All" regions are viewed on the map, the colors reflect the comparative call rates for all regions of a call center.

Is other community information displayed?
Yes. U.S. Census data on population, poverty, unemployment, rental housing and education can be viewed.

How far back do the data go?
It varies by 2-1-1 Counts dashboards. Some dashboards have data from as early as 2013. Use the custom date field to display historic data.

2-1-1 Counts was created by the Health Communication Research Laboratory at Washington University in St. Louis. It is currently developed, supported and distributed by Health Communication Impact, LLC, also based in St. Louis.